CLAIMS

What is claimed is:

       1.   A computer implemented method of delivering content, comprising:

5   receiving content at a server from a distributor;

       the server applying rules specified by a publisher or distributor to adjust the selection and appearance of the content;

       the server delivering the content to the publisher so that the content will appear as specified by the rule; and

10   the server tracking and reporting on aspects of the process.

       2.   The method of claim 1, wherein the content is received through either a pull or push technology.

15   3.   The method of claim 1, wherein the content is received at the server upon demand.

       4.   The method of claim 1, wherein the content is received at the server from the distributor at specified intervals.

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       5.   The method of claim 1, wherein the content is news, products or services.

       6.   The method of claim 1, wherein the content includes at least one attribute.

25   7.   The method of claim 6, wherein one or more rules specify the selection and format for content presentation.

8. The method of claim 1, wherein the server tracks and reports one or more of receiving content, applying rules or delivering content.

9. The method of claim 1, further comprising the server tracking information on the content that has been delivered to the publisher.

10. The method of claim 9, further comprising the server generating a report on the information that has been delivered to the publisher.

11. A channel content management system, comprising:

a distributor system that stores content;

a server that receives the content from the distributor system and applies one or more rules specified by a publisher or distributor to adjust the selection and appearance of the content;

a publisher system that receives the content from the server so that the content will appear as specified by the rule; and

the server tracks and reports on aspects of the process.

12. The system of claim 11, wherein the first server receives the content through either a pull or push technology.

13. The system of claim 11, wherein the publisher system that receives the content from the server upon demand.

14. The system of claim 11, wherein the server receives the content from the distributor system at specified intervals.

15. The system of claim 11, wherein the content is news, products or services.

16. The system of claim 11, wherein the content includes at least one attribute.

17.   The system of claim 11, wherein the one or more rules specify the selection and format for content presentation.

18.   The system of claim 11, wherein the server tracks information on the content that has been sent to the publisher system.

19.   The system of claim 18, wherein the server generates a report on the content that has been sent to the publisher system.

20.   A computer implemented method of delivering content, comprising:
       receiving content at a server from a distributor, the content being displayed on a web page of a publisher;
       when the web page is displayed, a script in the web page accesses the server to receive the content;
       the server applying rules specified by a publisher or distributor to adjust the selection and appearance of the content;
       the server delivering the content to the publisher so that the content will appear on the web page as specified by the rules; and
       the server tracking and reporting on aspects of the process.

21.   The method of claim 20, wherein the content on the web page includes a link to the server.

22.   The method of claim 21, further comprising the server tracking information regarding traversal of the link.

23.   The method of claim 20, further comprising the server generating a report on the information regarding traversals of the link.

24.   The method of claim 20, wherein the content is news, products or services.

25. The method of claim 20, wherein the content includes at least one attribute.

26. The method of claim 25, wherein one or more rules specify the selection and format for content presentation on the web page.

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27. A channel content management system, comprising:

a distributor system that stores content, the content being displayed on a web page of a publisher system;

a server that receives the content from the distributor system and applies one or more

10 rules specified by a publisher or distributor to adjust the selection and appearance of the content as displayed on the web page;

a publisher system that displays the web page and when the web page is displayed, a script in the web page accesses the server to receive the content so that the content will appear on the web page as specified by the rule; and

15 the server tracks and reports on aspects of the process

28. The system of claim 27, wherein the content on the web page includes a link to the first server.

20 29. The system of claim 28, wherein the second server tracks information regarding traversal of the link.

30. The system of claim 28, wherein the server generates a report on the information regarding traversals of the link.

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31. The system of claim 27, wherein the content is news, products or services.

32. The system of claim 27, wherein the content includes at least one attribute.

30 33. The system of claim 27, wherein one or more rules specify the selection and format for content presentation on the web page.

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